IT COMMITTEE REPORT
MARCH 2015

Committee work has been slower than expected this past quarter with the holidays and some members focused on other commitments requiring time away.

We have not named a replacement for Laura Delhomme. We may pick her replacement based on website development and management experience. Sam and Rich will send out inquiries to a subset of our applicant pool before next meeting.

We did meet last week via conference software and shared what progress we had made on various tasks.

Rich did networking at the tech sessions at Liberty Forum. He's joined Software Engineers for Liberty and the NH Freedom Engineers group. He shared some of our initiatives and is looking to recruit more outside help for either actual work or expertise on best products and products we can use, saving time on evaluations. There is some amazing new technology including highly targeted and unobtrusive voter contact, GoTV and campaign management tools. He also found some new web shopping cart and payment processing that could save the party money and expand our merchandizing. Efforts to stop the liberty community constantly re-invent the wheel are coming together. He also spoke with people who were involved with the previous LP.org upgrade.

Sam asked for and Wes provided details on Raiser's Edge add-ons we can get along with pricing.

Drew Hutton is evaluating of free/cheap project collaboration and project management software. He found that with free you usually get what you pay for, and some free tools don't scale up so well. Other people are recommending similar tools for their own political projects.

Kurt and Stewart were looking at the shared database technology, Raiser's Edge upgrades and some GoTV tools.

THE IT BUDGET

We have not asked for specific appropriations out of the IT budget, though we likely expect that to change in the next quarter once the website effort moves forward and the database project solidifies, and potentially Raiser's Edge packages if we can get consistent contact with BlackBaud. The party is already using Adobe Connect. Some project management software licensing may come next. Those shouldn't be pricey per utility, usually <$500 each. We will continue looking at more opportunities for savings in our back office and IT operations.

COMMITTEE PROJECTS AND IDEAS

Ballot Access: An open question is what tools are used to track ballot access and petition drives? We are looking at 20+ states with petition drives in 2016 and that could mean managing 100+ petitioners, so it would be good to know how we can do that effectively so nothing gets missed. We recommend a repository filled with all the info Bill Redpath and others have accumulated so it doesn't get lost.

LP.org: The discussion at the LNC meeting got everyone on the same page on the challenges posed by our current website. It is not "bad" but it needs do more and do it in a way that's easier to navigate and manage. The push goal was to have an RFP ready to show at this meeting. That's been pushed out due to a rethinking of how to approach this project. Rather than focus on the technical

needs, first look at the "user stories" we want to create. In other words, figure out who will be coming to the website and what we want them to be able to do and a general idea of how they'd do it and how we want them to feel during and after the process. None of the technology is a real obstacle, the most likely features are available off-the-shelf, with the exception of integration with Raiser's Edge.

We are recommending a members-area on the website as a way to better engage the membership and candidates to simplify some back-office operations. If members have an identity on the site, we can much better evaluate what is important to that member, tailor the website experience to them, and gather a bunch of useful information that is currently being missed.

Here are examples of the users who would have reason to go to LP.org and the types of activity we want them to be able to do easily.

First Time Visitor: Learn about libertarianism and the LP. Get more information, contact their state and local affiliate, be guided to our social media platforms. Something entertaining to watch/listen/read.

Member: Join/Renew/Upgrade their membership. Update their contact info. Request their donation history. Post on members-only forum. A membership FAQ. Link to their affiliate. How to become convention delegate. List of state/local candidates. Calendar of events. Collect issue concerns, demographics and talents. Surveys and polls.

Candidate: The nomination process for their local affiliate. GoTV and campaign how-to articles. Communications training.

Media: Platform, white papers, press releases, our social media platforms, links to prior coverage and interviews with party leaders. Special contact form. Entry form for press credentials for conventions and other special events.

Curious/Interested/Prospect: Similar to FTV. More links to big/little L position statements. Reasons to join the LP. This is our persuasion section. These are not members yet, bring them into the funnel. Collect issue concerns and other basic demographics.

Once the user stories are fleshed out, we'll need to look at any technical issues with the current site and how the cut-over may happen. That should provide enough detail to create an RFP.

Shared Database: The potential for this getting done are huge. It could be a great supplement (or perhaps replacement) for Raiser's Edge. It could allow affiliates to outsource hosting/management. Get some economy of scale for upgrades and maintenance.

There are some real technical and policy issues for this project, but the path is one of "how" rather than "can we". Answers to these questions will drive completion of this project. Based on past discussions, the issues to address include:

- How to segregate the data properly.
- Who can and cannot access the data.
- What is the sharing agreement to/from national and the affiliates.
- What is the sharing agreement among affiliates.
- Will we make special provisions for candidates.
- Who will host this? The LNC, an allied entity like the LSLA, an independent body, a subsidiary of the LNC?